

The Influence of Service Quality and Price on Customer Satisfaction in the Use of Ojek Online in Medan Tembung

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ABSTRACT

This research was conducted to determine Service Quality and Price on Consumer Satisfaction, this research uses quantitative methods with causal associative research types. In this study, the population is consumers who use online motorcycle taxis in Medan. The method of taking samples in this study was using an accidental sampling technique of 92 respondents. Data analysis techniques used validity test, reliability test, classic assumption test, multiple linear regression analysis, t test, F test and coefficient of determination (R²) using SPSS version 22 application.

The results of the t-test for the service quality variable t-count of $4.348 > t\text{-table of } 1.986$ which means that service quality has an effect on customer satisfaction and price variable t-count of $0.355 < t\text{-table of } 1.986$ which means that price has no effect on customer satisfaction. F test variable service quality and price F count of $12.538 > F\text{ table } 3.10$ indicates that service quality and price simultaneously affect consumer satisfaction.

KEYWORDS: Service Quality, Price and Consumer Satisfaction

INTRODUCTION

Consumer satisfaction is a situation shown by consumers when they realize that their needs and desires are as expected and well fulfilled. So in short the meaning of customer satisfaction is something that is sought or needed. Customer satisfaction is very important to build a more advanced business and to increase profits for the company, especially for business people. Therefore, business people must always know or be updated about changes that occur in the market and business people must always be able to think creatively and innovatively and have creative ideas so that they are able to offer or market the products they have. Due to the increasingly rapid development of the existing strategy, business people are moving faster in innovating, plus there is a lot of competition. With the rapid competition, it will give rise to new products or outputs that have been innovated, which means that the faster the strategy of business actors, the more products produced by consumers to meet the needs needed, such as goods or services. According to **Etta Mamang Sangadji (2016)**, which states that, satisfaction or

dissatisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of real/actual product performance and expected product performance. It is different, as stated by **Philip Kotler and Kevin Lane Keller (2008)**, that consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product that is thought of against the expected performance. Consumer satisfaction is a situation shown by consumers when they realize that their needs and desires are as expected and well fulfilled. So in short the meaning of consumer satisfaction is something that is sought or needed by consumers to meet the needs needed such as an item or service. According to consumer satisfaction

Customer satisfaction can not only be achieved with service quality, but there are other factors that can support the fulfillment of customer satisfaction. **Zeithmal and Bitner (2003)** in the book **Sangadji Etta (2019: 180)**, argues that satisfaction is a much broader concept than just an assessment of service

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quality, but is influenced by other factors such as service or service quality, product quality, price, situational factors, and personal factors from customers. So that the existence of these factors can make business people think more by providing something new so that customers can be interested.

Customer satisfaction can not only be achieved with service quality, but there are other factors that can support the fulfillment of customer satisfaction. **Zeithmal and Bitner (2003)** in the book **Sangadji Etta (2019: 180)**, argues that satisfaction is a much broader concept than just an assessment of service quality, but is influenced by other factors such as service or service quality, product quality, price, situational factors, and personal factors from customers. So that the existence of these factors can make business people think more by providing something new so that customers can be interested.

Good service quality will make consumers feel satisfied with the performance of their employees. Consumers will be more interested in the quality of service provided by service providers and they will assess how the services provided add value or certain points to the company. Service quality is an important component that must be considered in providing excellent service quality. The definition of service quality is as an action or deed of a person or organization aims to provide satisfaction to consumers. The definition of consumer satisfaction according to Tse and Wilton in **Tjiptono's book (2008)**, states that consumer satisfaction is the customer's response to the evaluation of perceived discrepancies between previous expectations (other performance norms) and perceived product performance after use. In **Abbas Salim's book (2019)**, Wyckof defines service quality as the level of excellence expected and control over that level of excellence to fulfill consumer desires. Thus, whether or not the quality of service depends on the ability of the service provider to consistently meet the expectations of its consumers. According to **Fandy Tjiptono (2018)**, service quality is a measure of how well the level of service provided is able to match customer expectations. Service quality is also a comparison between the service perceived (perceived) by consumers and the service quality expected by consumers.

ased on research conducted by **Zulmianita Putuhena and Andi Faisal Bahari (2019)**, that service quality factors have a positive and significant effect on consumer satisfaction in using online motorcycle taxis. Prices also affect consumer interest in using online motorcycle taxis and prices are also a certain point for consumer satisfaction. Where price plays an

important role for consumers in using this online motorcycle taxi service.

Price is the amount of money needed to obtain a certain number of products or a combination of goods and services. So service providers such as online motorcycle taxis would be able to provide prices that consumers can afford or provide discounts or promos so that consumers decide to use online motorcycle taxi services. The definition of price according to **Bashu Swastha (2007)**, that price is the amount of money needed to get a number of combinations of goods and services.

Based on research conducted by **Andy Gunawan (2018)**, it can be concluded that price has a significant effect on consumer satisfaction of Unismuh Makassar management students. . To minimize my elaboration regarding online motorcycle taxis because there are so many online motorcycle taxis that have mushroomed in Indonesia, especially in the city of Medan, the researchers chose Gojek as material for research because Gojek is one of the most users in Indonesia.

LITERATURE REVIEW CUSTOMER SATISFACTION

Satisfaction or dissatisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the real/actual product performance and the expected product performance. According to **Zeithaml and Bitner** in the book **Sangadji Etta (2019: 180)**, consumer satisfaction is a "customer's evaluation of a product or service in terms of whether that product or service has met their needs and expectations. "Consumers who are satisfied with the products/services purchased that they will use will return to using the services/products offered, this will build consumer loyalty. Satisfaction according to Kotler in the book **Sangadji Etta (2019: 181)**, satisfaction is the extent to which a product level is perceived according to the expectations of the buyer. Consumer satisfaction is defined as a product in accordance with the reality received by expectations, consumers will be satisfied. Consumer expectations can be known from their own experiences when using these products, information from other people, and information obtained from advertisements or other promotions. Consumer satisfaction is a feeling of pleasure or disappointment that arises after comparing perceptions or impressions with the performance of a product and **Kotler's** expectations in **Sangadji Etta's book (2019: 181)**. In general, satisfaction can be interpreted as a similarity between the performance of products and services received with the performance of products and services expected by consumers.

Measuring Consumer Satisfaction

Consumer satisfaction is the result (outcome) that is felt for the use of products and services, equals or exceeds the desired expectations.

1. Complaint System
2. Consumer Survey
3. Consumer Panels

Peters explained in **Yamit Zulian's** book (2018), that there are ten keys to success in measuring consumer satisfaction, namely as follows:

1. Frequency
2. Formats
3. Fill
4. Content design
5. Get Everyone Involved
6. Measuring Everyone's Satisfaction
7. Combination of Various Sizes
8. Relations with Compensation and other Rewards
9. Symbolic Use of Size
10. Other Forms of Measurement

Indicators of Consumer Satisfaction

Indicators of consumer satisfaction according to **Kotler in Kasmir's** book (2017: 242) are as follows:

- Complaints and Suggestions System
- Consumer Satisfaction Survey
- Incognito Consumers
- Former Customer Analysis

Service quality

Service is a form of service provided by service providers (manufacturers or government agencies) to users of the service. Services can be in the form of goods produced from a production process or can also be in the form of services offered. Service quality can be measured by comparing what is expected by service users and what is received by service users **Algifari (2019: 2)**.

Meanwhile, according to **Kotler and Keller (2016)**, quality is the completeness of the features of a product or service that has the ability to satisfy a need. According to **Algifari (2019: 3)**, service quality is defined as a measure of how well the level of service provided is able to meet service user satisfaction.

Service Quality Dimensions

Service quality can be measured by the extent to which the service provider company is able to meet the expectations of service users.

Parasuraman in **Algifari's** book (2019:3), describes service quality into 10 service dimensions, namely:

1. Availability of physical facilities (tangible) for services.

2. Accuracy of officers in providing services (Reliability).
3. Willingness and readiness of officers in providing services (Responsiveness).
4. Skills and knowledge of officers in providing services (Competence).
5. Attitude (polite, respect, attention, friendliness) of officers in providing services (Courtesy).
6. Honesty can be trusted with officers in providing services (Credibility).
7. Security (physical, financial, confidentiality) that must be provided by service officers (Security).
8. Ease of being contacted or found by officers in providing services (Access).
9. How to communicate owned by officers in providing services (Communication).
10. Officers' efforts to understand consumer needs (Understanding the customer).

The service quality method (SERVQUAL) divides service quality into 5 (five) dimensions: service quality developed by Parasuraman et.al, namely: 1Tangibles, 2 Reliability, 3Responsiveness, 4Assurance and 5Emphaty,

Service Barrier Factors

Factors that inhibit the improvement of service quality are as follows:

1. Lack of authority given to subordinates.
2. Too bureaucratic so slow in responding to consumer complaints.
3. Subordinates do not dare to make decisions before obtaining permission from superiors.
4. Officers often act stiff and do not give a good way out.
5. Officers are often not available during working hours so it is difficult to contact.
6. Lots of personal interest.
7. Tipping culture.
8. The rules of the game are not open and not clear.
9. Less professional (less skilled in mastering the field).
10. Many agencies or departments are involved.
11. Work discipline is very lacking and not on time.
12. There is no alignment between parts in providing services.
13. Lack of control so that consumers do not feel comfortable.
14. There is discrimination in providing services.
15. There is no integrated management information system (MIS).

Price

Price according to **Michael j. Etzel** in **Danang Sunyoto's book (2020)** is the value stated in currency or other monetary medium as a medium of exchange (price is value expressed in terms or monetary medium of exchange). The price according to **Kotler** in **Danang Sunyoto's book (2020)**, is the amount of money charged for a particular product. The definition of price according to **Philip Kotler in Desy and Rahmad (2017)**, price is a measure of cash used for goods, services or a measure of the value of cash purchased for several uses since the purchase of the goods or services.

Pricing Purpose

In setting the price on a product, the company follows a six-step procedure. The procedures are as follows:

1. The company carefully sets its marketing goals, for example, to survive, to increase current profits, to win market share or product quality.
2. The company determines a demand curve that shows the possible number of products to be sold per period, at alternative price levels. The more inelastic the demand, the higher the price set by the company.
3. The company estimates how costs will vary at different levels of production.
4. Companies observe competitors' prices as a basis for setting their own prices.
5. The company chooses one of the pricing methods consisting of cost plus pricing, return-of-principle analysis and target profit setting, value-added pricing, development-rate pricing and closed-envelope pricing.

Factors Influencing Pricing

Basically there are several factors that affect pricing, namely: 1) Estimating product demand (Estimate for the product) and 2) Reaction of competitors (competitive reactions) and 3) Other parts of the marketing mix.

Price Types

1. List Price
2. Net Price.
3. Zone Price (Zzone Price)
4. Base Point Price
5. Postage Stamp Delivered Price
6. Factory Price
7. Odd Price

Price Indicator

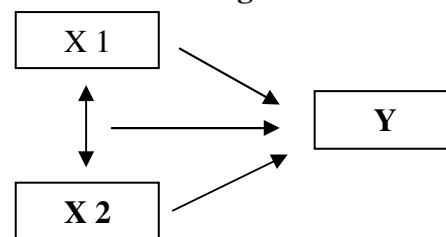
In this study there are several indicators used according to Kotler (2005), price indicators are:

1. Affordable Prices Consumer Purchasing Power, where consumers buy a product that has an affordable price so it is easy to reach or buy.

2. Price Compatibility With Service Quality

3. Price Competitiveness

Framework of Thinking



Hypothesis

- H1: Service quality variable (X1) influences consumer satisfaction in using online motorcycle taxis (Y).
- H2: Price Variable (X2) influences consumer satisfaction (Y) in using online motorcycle taxis.
- H3: Service quality variable (X1) and price variable (X2) simultaneously influence consumer satisfaction (Y) in using online motorcycle taxis.

RESEARCH METHODOLOGY

Types of research

This type of research is associative causal research, namely research that shows the direction of the relationship between the independent and dependent variables.

Population and Sample

Population

The population is the whole unit of objects or subjects related to research and of course adapted to the root causes of the place where the research is carried out on the problems that occur in **HD. Melva Sitanggang and Togu Harlen Lbn Raja (2011)**. The population in this study are consumers who use online motorcycle taxi services.

Sample

To make it easier to do research, researchers took samples from the research population, namely consumers who use online motorcycle taxi services. **Sugiyono (2019)**, states that the sample is part of the number and characteristics possessed by the population. The sampling technique in this study was incidental sampling where according to **HD. Melva Sitanggang and Togu Harlen Lbn Raja (2011)**, that incidental sampling is a way of determining the sample by looking at the coincidence factor.

Types and Data Sources

Data Type

1. Qualitative Data
2. Quantitative Data

Data source

Data sources according to **H.D Melva Sitanggang and Togu Harlen Lbn Raja (2011)** are subjects taken from phenomena or fields.

The data sources used in this study are divided into two types, namely:

1. Primary data.
1. Secondary data

Method of collecting data

Data collection techniques are ways to obtain data from samples originating from this population. The data collection technique in this study was carried out using observation and questionnaire techniques according to **H.D Melva Sitanggang and Togu Harlen Lbn Raja (2011)**, namely:

2. Observation (observation).
3. Questionnaire (questionnaire)

Data analysis method

Validity test

The validity or validity of an instrument is carried out on data acquisition so that the existing data obtained from the field will be seen for its validity or validity so that the results obtained cannot be stated by **H.D Melva Sitanggang and Togu Harlen Lbn Raja (2011)**.

Reliability Test

Sugiyono (2019), said a reliable instrument is an instrument which, when used several times to measure the same object, will produce the same data.

Classic assumption test

Normality test

The normality test aims to test whether in this study the regression model where the confounding or residual variables have a normal distribution. As it is known that the t test and F test assume that the residual values follow a normal distribution.

Multicollinearity Test

The multicollinearity test is needed to determine whether there are independent variables that have similarities between the independent variables in a model. The similarity between the independent variables will result in a very strong correlation.

Imam Ghozali (2020).

Heteroscedasticity Test

Heteroscedasticity test is to find out whether in the regression model there is an inequality of variance from the residuals of one observation to another.

Multiple Linear Regression Analysis

Linear regression analysis is the development of a simple regression analysis of applications consisting

of two or more independent variables to estimate the value of the variables. The formula is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

Hypothesis test

Individual Parameter Significance Test (Partial Test t)

The partial test (t) is used to test the significant constants of each independent variable, whether the Service Quality (X1) and Price (X2) variables really have a partial (separate) effect on the independent variable, namely increasing Consumer Satisfaction (Y). Decision making with a significance level (α) = 5% (0.05).

Simultaneous Test (Test F)

Simultaneous test (F test) is used to determine the effect of the independent variables together (simultaneously) on the dependent variable. Significant means that the relationship that occurs applies to the population. Determine F table and F count with a confidence of 95% or a significant level of 5% (0.05).

Determination Coefficient Test (R2)

The coefficient of determination is used to measure the influence of the independent variables studied, namely service quality (X1) price (X2), while the dependent variable is consumer satisfaction (Y). The coefficient of determination (R2) ranges from zero to one ($0 < R^2 < 1$).

RESEARCH RESULTS AND DISCUSSION

Respondent Descriptive

Gender

Descriptive characteristics of respondents based on gender, namely, there were 34.8% male and 65.2% female.

Age

Descriptive characteristics of respondents based on age, namely, respondents aged 17-30 years were 89.1%, respondents aged 31-60 years were 10.9%.

Validity Test Results

Whereas the validity test, the Pearson correlation value from testing Service Quality (X1), Price (X2) and Consumer Satisfaction (Y) produces a value that is greater than the value of the moment product r table which has a value of 0.205 which is for N = 92 respondents where the results service quality validity test of $0.482 > 0.205$ the value of r table moment product validity test results Price $0.604 > 0.205$ the value of r table product moment, and test the validity of Consumer Satisfaction together that is $0.325 > 0.205$ the value of r table product moment it can be concluded that this test is valid .

Reliability Test Results

The value was found to be $0.762 > 0.7$ cronbach's alpha for the reliability test on service quality, the cronbach's alpha value was found to be $0.736 > 0.7$ cronbach's alpha for the reliability test on price and the cronbach's alpha value was found to be $0.710 > 0.7$ cronbach's alpha to consumer satisfaction. So it can be concluded that the results of this test are reliable.

Classical Assumption Test Results

The classical assumption test consists of the normality test, multicollinearity test, and heteroscedasticity test. The results show that the data are normally distributed, there are no multicollinearity problems, there is no heteroscedasticity, and there are no signs of autocorrelation.

Multiple Linear Regression Test Results

The SPSS output results on the coefficients describe the regression equation, namely:

$$Y = 11,424 + 0.383 X_1 + 0.029 X_2$$

The results of the regression equation from multiple linear regression analysis are the constant value (a), which is 11,424. The value of the regression coefficient for service quality (X1) is 0.383 and the price regression coefficient value (X2) is 0.029. The results of the study show that the value of the regression coefficient of Service Quality (X1) is 0.383 which is greater than the value of the Price regression coefficient (X2) which is 0.029, so that Service Quality has a dominant influence on Customer Satisfaction.

Hypothesis Test Results

Correlation Coefficient Test Results (R2)

That the summary model has an adjusted R square value of 0.202 or 20.2%, which means that the independent variables of service quality and price affect consumer satisfaction by 79.8% and the rest are influenced by other factors.

Test Results t

To find out whether the variable of service quality influences or not the variable of customer satisfaction, t is used based on criteria with a significance level of 0.05, the value of t table is 1,986 as follows:

- A. If the t count $>$ t table, then H0 is rejected and H1 is accepted.
- B. What if the value of t count $<$ t count, then H0 is accepted and H1 is rejected.

Correlation t test results of Service Quality (X1) to Consumer Satisfaction (Y)

Based on table 4.11, the calculated t value for the service quality variable is $4,348 >$ t table is 1,986, so

H0 is rejected and H1 is accepted. This means that service quality partially affects customer satisfaction.

Price t test results (X2) against Consumer Satisfaction (Y)

In table 4.12, the calculated t value for the price variable is $0.355 <$ t table of 1.986, so H0 is accepted and H1 is rejected. This means that the price partially has a small effect on consumer satisfaction.

F test results

The results of table 4.13, for the F test to find out whether there is an effect of service quality and price simultaneously on consumer satisfaction, with a significant level of 0.05, an F table value of 3.10 is obtained with the following criteria:

- A. If the calculated F value $>$ F table, then H0 is rejected and H1 is accepted.
- B. What if the value of F count $<$ F count, then H0 is accepted and H1 is rejected.

F test results Effect of Service Quality (X1) and Price (X2) on Consumer Satisfaction (Y)

Based on the output results of the SPSS application, it shows that F count is $12.538 >$ F table is 3.10, so H0 is rejected and H1 is accepted. This means that service quality and price together influence consumer satisfaction.

Discussion

Influence of Service Quality (X1) on Consumer Satisfaction (Y)

The results of this study indicate that there is a positive and significant partial effect of service quality on customer satisfaction in using online motorcycle taxis in Medan Tembung. Service quality is also a level of service related to the fulfillment of the expectations and needs of customers or users, which means that services are said to be of quality if a particular company or institution is able to provide products and services (services) in accordance with the wishes, needs and expectations of its customers/users. Quality provides an impetus to customers to establish strong bonds with the company. Thus, companies can increase customer satisfaction where companies maximize pleasant customer experiences and minimize unpleasant customers. Therefore, companies or online motorcycle taxi service providers must provide quality service according to the needs and interests of customers. If the services provided by online motorcycle taxi service providers are of good quality, customers will also be satisfied with the quality of the services provided so that customers become loyal and are able to increase the number of online motorcycle taxi users.

Influence of Price (X2) on Customer Satisfaction (Y)

The results of the study show that price has a significant effect on customer satisfaction when using online motorcycle taxis in Medan. Price is the amount of money offered to replace the ownership rights of goods and services to other parties. Price is seen from the consumer's point of view, if the value of an item or service is in accordance with the benefits they feel then they will feel satisfied. This means that if the perceived benefits increase, then the value will also increase. If the perceived value of the customer is higher, it will create maximum customer satisfaction. Therefore, online motorcycle taxi service providers provide services that are in accordance with predetermined prices so that there are more and more users of online motorcycle taxi services.

Influence of Service Quality (X1) and Price (X2) on Consumer Satisfaction (Y)

The results of this study indicate that there is a simultaneous influence of service quality and price on consumer satisfaction in using online motorcycle taxis in Medan Tembung. Price and service quality are an inseparable whole, the price given is usually a reflection of the quality of service provided, the higher the quality of service is usually also followed by the higher the price. This is where the importance of pricing policy is, in order to be able to provide good service at an appropriate price. or predefined.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

1. Based on the results of the hypothesis on the results of the t test on the service quality variable, the t count value is $4.348 > t$ table is 1.986 so it can be concluded that partially there is an influence between the service quality variable on the customer satisfaction variable.
2. Based on the results of the hypothesis on the results of the t test on the price variable, the t count value is $0.355 < t$ table is 1.986 so it can be concluded that partially there is a smaller effect between the price variable on the consumer satisfaction variable.
3. Based on the results of the hypothesis on the results of the F test, the calculated F value of $12.538 > F$ calculated is 3.10 so that it can be concluded that the variables of service quality and price simultaneously affect the consumer satisfaction variable.

Based on the test results of the coefficient of determination (R^2) it was obtained an adjusted R^2 of 0.202. This means that the variables of service quality and price affect consumer satisfaction by 20.2% and the remaining 79.8% is influenced by other factors.

Suggestion

1. For online motorcycle taxi companies, especially Gojek, to pay more attention to the prices given to consumers, such as providing discounts or discounts so that more and more online motorcycle taxi users use Gojek.
2. Further research is expected and suggested to use other variables that can influence consumer satisfaction in using online motorcycle taxis such as promotion variables, location, brands, partners and so on.

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